

Quit Before You Know it



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著者:Rutter, Sandra

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A breakthrough plan to quit smoking--one "slip" at a time. Most smokers approach quitting with a "forever" mindset. Yet psychologist Sandra Rutter, Ph.D., says this "quit forever" approach is doomed from the start because it creates unnecessary anxiety and eventually sets up the big fall. For too many smokers, having one puff after "quitting forever" signals defeat and re-ignites the familiar give-up, light-up cycle. Rutter offers a better way. Slips are not only expected as part of Rutter's Quit Before You Know It plan. They're scheduled. This breakthrough method takes the stress out of trying to quit because it removes the prospect of failure. Relapses are methodically planned until abstinence is achievable. Finally, here is a stress-free, guilt-free, effective, inexpensive, and convenient way to stop smoking--one scheduled slip at a time. In Quit Before You Know It, Rutter presents her step-by-step smoking cessation plan along with tips for overcoming common roadblocks to success, such as boredom, overeating, loneliness, being around smokers, and suffering from depression or anxiety.

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